InnoHSupport
Supporting Innovation in Healthcare Public Procurement

D5.1 - Project website

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Version Tracker

Version number*	Date	Author (s) /Partner	Main changes
0.1	12.12.2024	Federica Porcu (ECHA)	ToC and initial content and structure
0.2	20.01.2025	Federica Porcu (ECHA)	Content update
0.3	22.02.2025	Karolina Mackiewicz (ECHA)	Internal review
0.4	31.01.2025	Natalia Norambuena and Diana Cortés (SILO)	Partners review
0.5	20.02.2025	Federica Porcu (ECHA)	Addressing comments after partners review
0.6	24.02.2025	Natalia Norambuena and Diana Cortés (SILO)	Coordinator review
1.0	27.02.2025	Natalia Norambuena and Diana Cortés (SILO)	Final review and submission

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List of Abbreviations

CDEP	Communication Dissemination and Exploitation Plan
GA	Grant Agreement
M	Month
MVP	Minimum Viable Product
WP	Work Package
ECHA	ECHAlliance
SILO	Science Innovation Link Office
SMEs	Small and Medium Enterprises

Executive Summary

Within Work Package 5 Dissemination, Communication and Exploitation (WP5) of the InnoHSupport project, the European Connected Health Alliance (ECHA), WP leader, worked together with the Coordinator (SILO) and the other partners to conceptualise and develop the project's brand identity (including logo, colour choice, look and feel, etc.). Having realised the branding guidelines as reported in the Communication, Dissemination and Exploitation Plan (D5.2), the WP leader has created the initial website to present the tenets of the project to the public whilst promoting first-touch contact with potential stakeholders.

The WP leader intentionally created the InnoHSupport website (https://innohsupport.eu/) as a page that will be developed over time, as the project activities progress. At this point in time (M6, February 2025) the InnoHSupport website includes essential elements to communicate about the project (Home, Mission, Partners), however, it would not be the final product.

Over the first year of the project, the website will be developed to include additional pages in line with the resources that will be created: News, Webinars, Podcast, Publications and Public Deliverables. This iterative approach underpins the WP leader's commitment to align dissemination with the various WPs mainly WP3 and WP4 to drive more impact when undertaking dissemination & communication actions.

1 Introduction

The InnoHSupport project (GA no. 101157552) aims to drive innovation within the healthcare procurement ecosystem by addressing key challenges that hinder the adoption and implementation of cutting-edge solutions. Funded under the Horizon Europe program and supported by the European Innovation Council and SMEs Executive Agency (EISMEA), this initiative seeks to empower a diverse range of stakeholders, including SMEs, startups, public procurers, and research organizations by providing strategic support and fostering collaboration.

The project is structured around three main pillars:
- capacity building
- tailored advisory services
- matchmaking

These pillars work in synergy to offer comprehensive support through training sessions, executive interventions, coaching, and methodologies tailored to innovation procurement. InnoHSupport also facilitates networking opportunities, including innovation showcases and partnership matchmaking, to accelerate the growth of healthcare innovators.

With a consortium of seven partners spanning six countries, InnoHSupport combines expertise from academia, industry, and public sectors to create a dynamic innovation ecosystem. By aligning stakeholders' efforts and resources, the project lays the groundwork for sustainable and impactful advancements in healthcare procurement practices across Europe.

1.1 Deliverable objective and scope

This deliverable describes the process of developing the website for the InnoHSupport project, which became public on 29th November 2024 (M3) under the domain: https://innohsupport.eu/

1.2 Relation to other WPs and deliverables

This document is connected to D5.2 Communication, Dissemination, and Exploitation Plan, as the project website serves as a fundamental tool within the CDEP. Additionally, it is related to D4.3, which will outline the services provided by AGORA (see section 2.2) and will be embedded within the project's website.

2 Website design and development

The general structure of the website was presented by the WP5 leader, ECHAlliance, during the project kick-off meeting on 18th September 2024 in Madrid. During the meeting, partners agreed on the visual identity, logo, domain, and basic functionality of the website. Based on this discussion, ECHAlliance developed the website. Table 1 provides details on the technical implementation.

At this stage, the website provides information about the project, its mission and objectives, and the partners. It will be further developed as the project progresses. Pages such as Resources and Podcast will be added during the first year of the project, along with the integration of the project's AGORA as described in D5.2 Communication, Dissemination and Exploitation Plan.

ECHAlliance will maintain and update the website regularly. Content for the News and Events sections will be sourced from the Consortium.

Item	Description
Hosting	Hostinger Shared Hosting
Technology	Wordpress powered with Elementor and Crocoblock Add-ons.
GDPR Solution	CookieYes Free Tiers (auto-blocking unless accepted)
GPRD items (cookies)	Google Analytics only
Data Retention	90 days (unless legitimate interests)
Internal Automation tool	N8N
Backup system	Automatic daily backups. Daily backups are retained for 7 days, weekly backups are stored for 6 weeks

Table 1 Website technical details

2.1 The InnoHSupport website structure

The current website https://innohsupport.eu/ consists of different sections, each featuring the same header and footer. The header and footer contain the project's social media icons, while the footer also displays the EU flag and funding statement, in line with the Horizon Europe Agreement.

The current InnoHSupport project website consists of the following sections:

- Home

The Home presents an overview of the project, including its goals, pillars, and latest updates. Visitors can quickly access essential information and navigate to other sections.
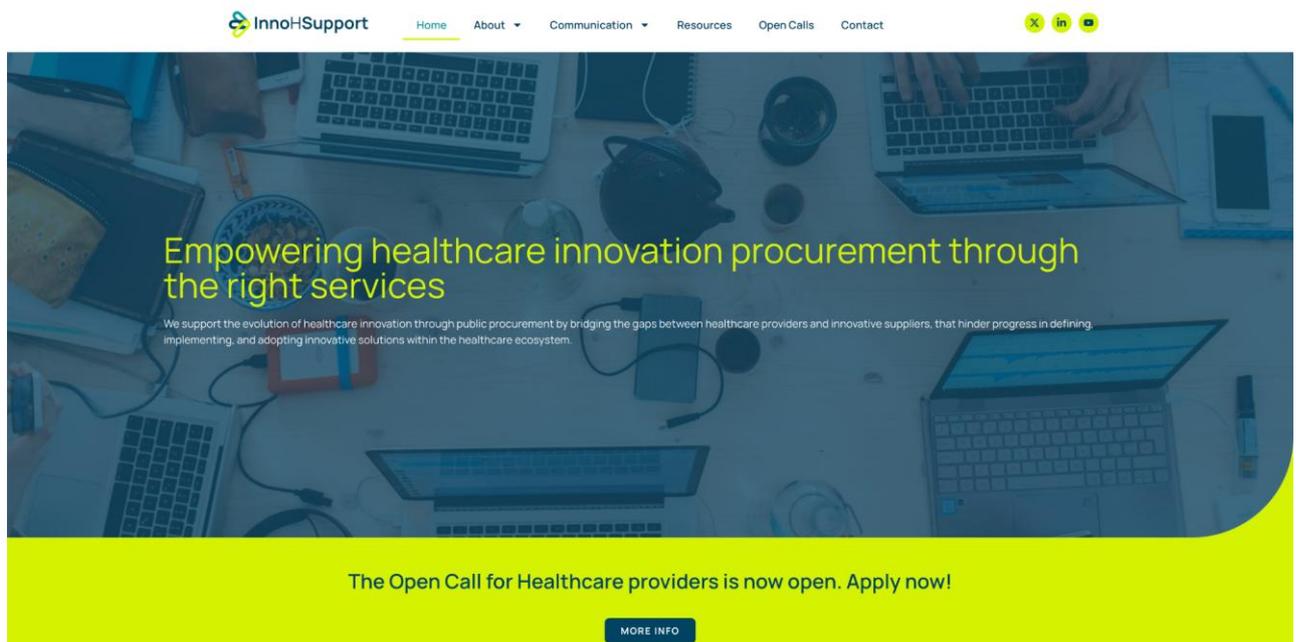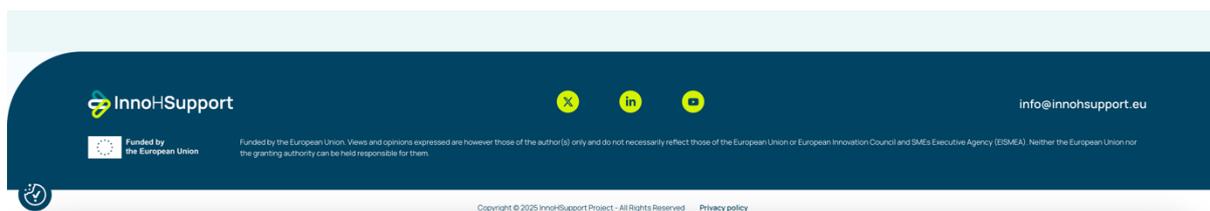

Figure 1 *Homepage*

Figure 2 *Footer*

- About

The About page contains detailed information about the project, including its background, mission, and consortium partners. This section helps users understand the project's purpose and collaboration efforts.
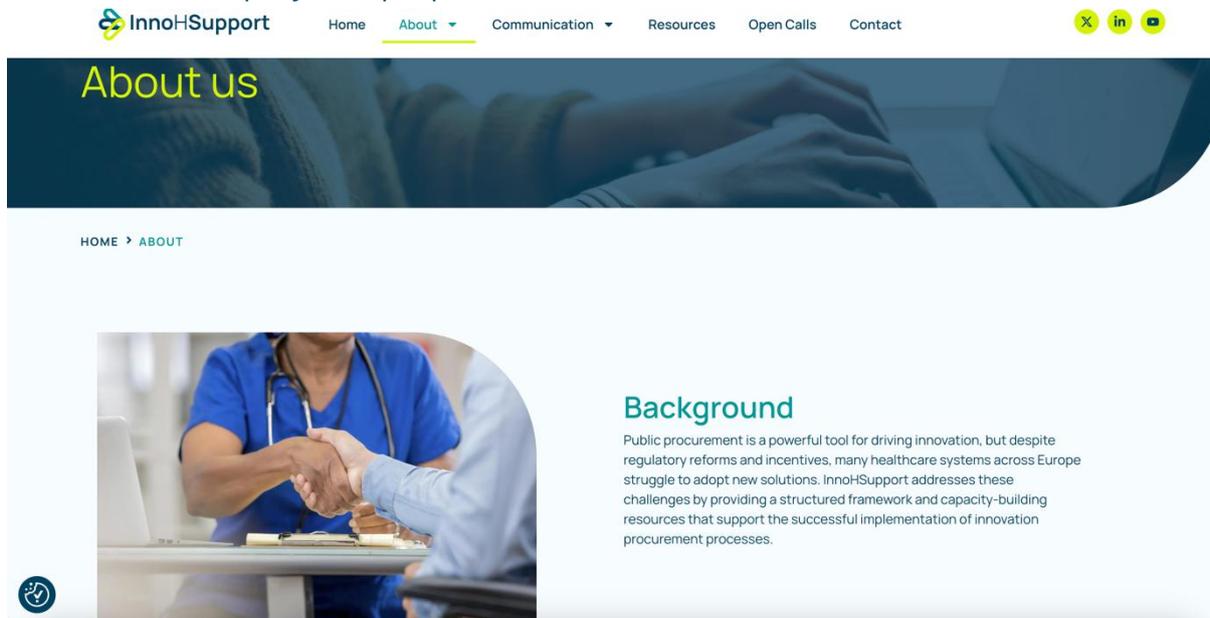

Figure 3 About us page

- Communication

The Communication page serves as a hub for all project-related news, upcoming events, recorded webinars, and podcasts. This section keeps stakeholders informed and engaged.
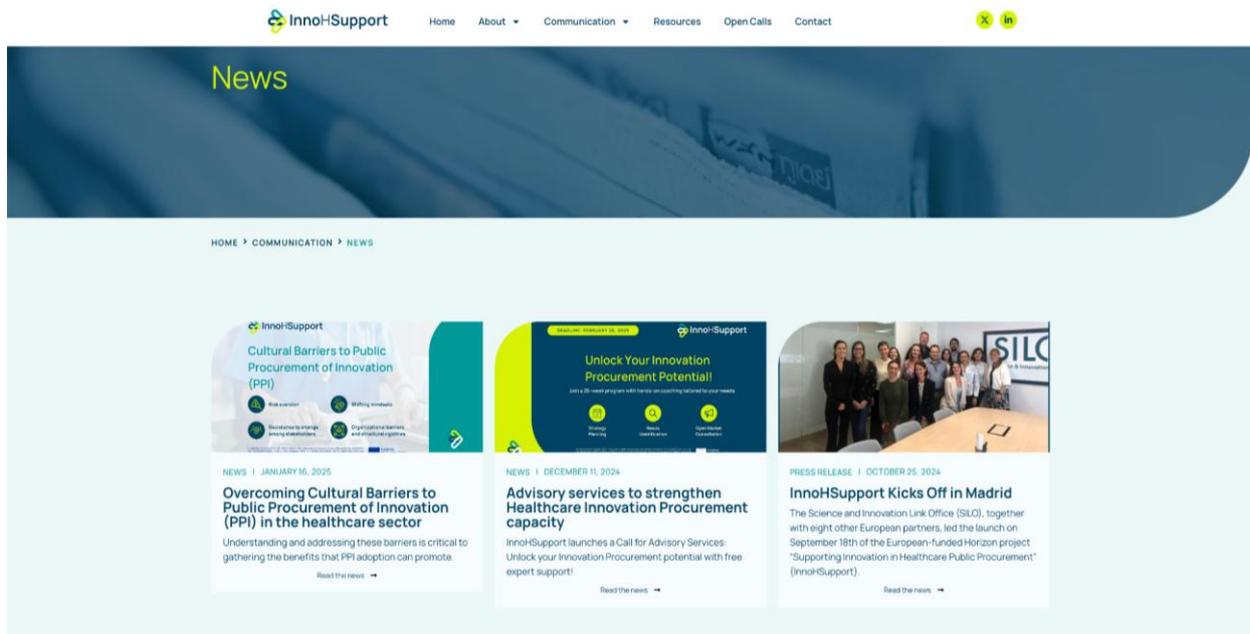
Figure 4 *News page*

- Open Calls

The Open Call page showcases the opportunities available to healthcare providers and innovative suppliers within the InnoHSupport project. It includes a specific box summarizing the information for each open call with links to the dedicated page of each individual call, containing all the details about the application process, as well as the guidelines and application forms.
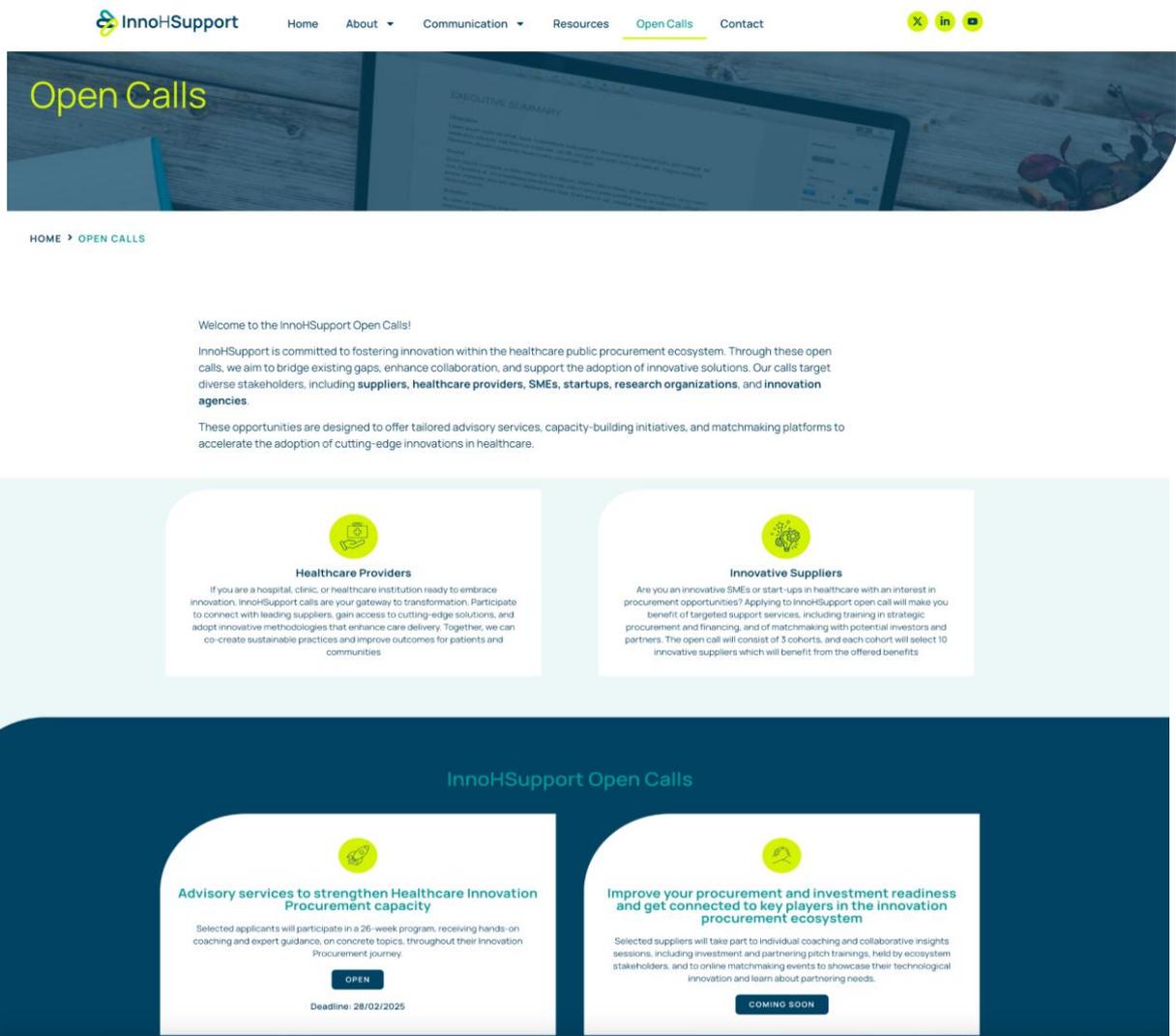
Figure 5 *Open Calls page*

- Resources

The Resources page will offer downloadable materials such as reports, policy briefs, public deliverables and other key publications produced by the project. This section serves as a knowledge - sharing hub.
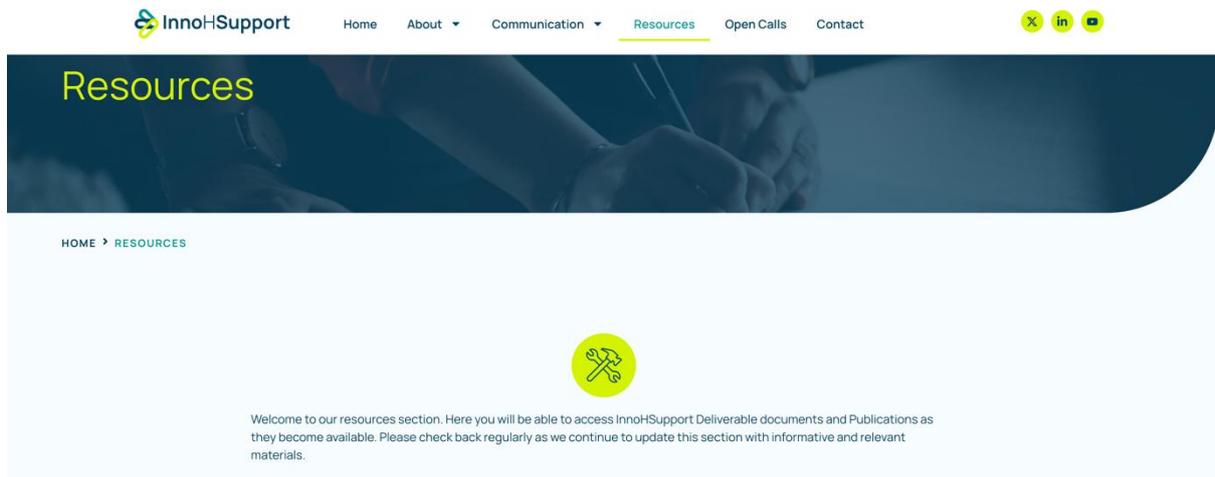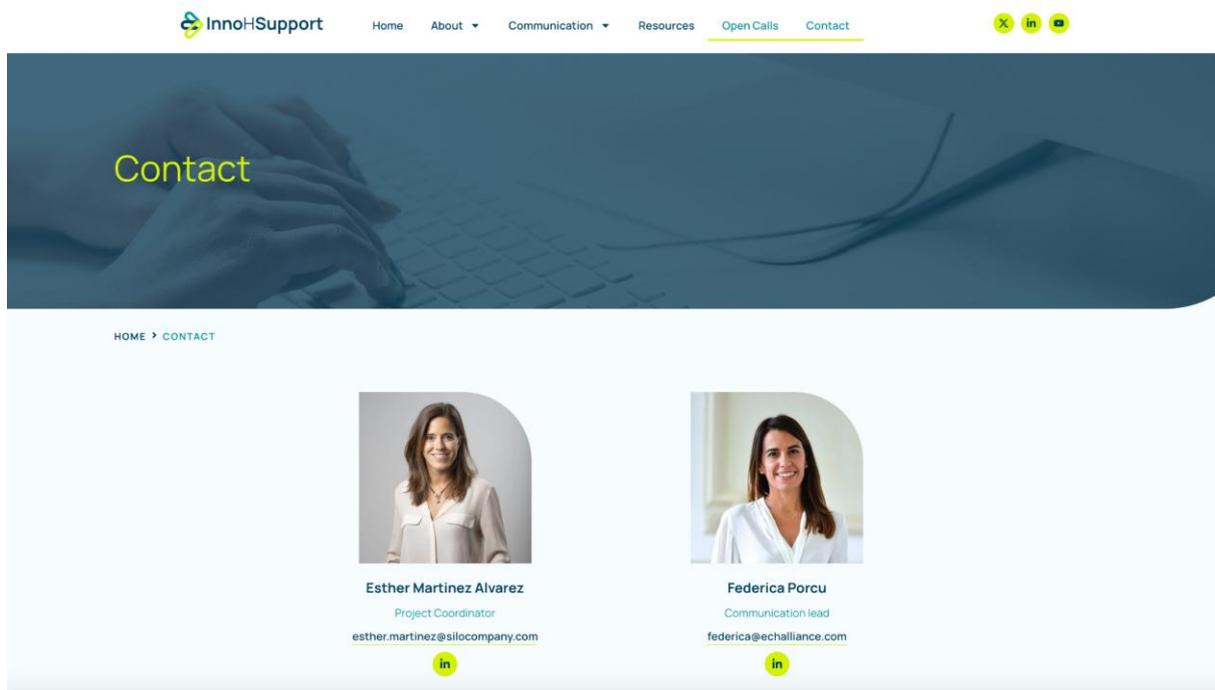
Figure 6 *Resources page*

- Contact

The Contact page provides essential contact details, including email addresses of the Project Coordinator and the Communication Lead, and a contact form, allowing visitors to reach out for inquiries or collaboration opportunities.

Figure 7 *Contact page*

2.2 The AGORA

The Agora is a digital, interactive dashboard designed to support the innovation procurement ecosystem. It will function as a customised digital platform for information sharing, communication, and matchmaking among stakeholders.

This tool will be embedded within the project's website and will follow the same visual identity to enhance simplicity, accessibility, and content localisation, although its design will allow it to be recognised as a distinct space within the website.

Further details are provided in D5.2, section 2.4, while the D4.3 Innovation Procurement Agora deliverable is scheduled for submission in Month 24 (M24).

3 Metrics and monitoring

To ensure continuous improvement in the communication and dissemination of the project, the InnoHSupport website integrates Google Analytics as a central tool for monitoring user engagement and overall performance.
This integration allows the WP5 leader to track the number of visitors, sessions, and key engagement metrics, providing a clear picture of how users interact with the website. For example, by analysing new versus returning users, the ECHAlliance team can assess user loyalty and the success of re-engagement strategies.

Detailed insights, such as page views, session duration, and bounce rates, provide valuable information on content relevance and highlight areas that may require refinement. Additionally, an examination of user navigation flows reveals how visitors move through essential sections like Open Calls, Resources, and Contact. Geographical data is also monitored to understand audience distribution, enabling the team to tailor content and communication strategies for specific regions.

The insights gathered are not only used for immediate adjustments but are also compiled into yearly reports. These reports, integrated into the D5.3 and D5.4 Communication, Dissemination, and Exploitation Reports, help track performance trends and benchmark progress.

4 Future updates and developments

The InnoHSupport website is designed as a dynamic and evolving platform that will be continuously updated in alignment with project activities. Regular updates will ensure that content remains relevant, engaging, and effectively supports communication and dissemination efforts.

Key updates and future developments include:

- **Achievements & highlights:** the homepage will be regularly updated to showcase key project milestones, achievements, and news on relevant topics.
- **Content expansion:** new sections, including publications, public deliverables, recorded webinars and podcasts will be progressively added.
- **AGORA integration:** the AGORA platform will be embedded within the website to facilitate stakeholder engagement and knowledge sharing.
- **News & events:** the latest project updates, upcoming events, and Open Calls will be regularly published.
- **Technical maintenance:** the website will undergo continuous monitoring to ensure security, functionality, and accessibility. This will be provided by ECHAlliance.

WP5 leader will oversee the website's maintenance and content updates, ensuring accuracy and alignment with the project's overall communication and dissemination strategy. Additionally, Google Analytics insights will be used to monitor user engagement and inform improvements.

4.1 Risk and mitigation measures

The InnoHSupport project is complex, involving different targeted stakeholder groups (see section 2.3, D5.2), each requiring tailored and well-communicated Open Calls. For health professionals, whose time is often limited, communications must be concise and straightforward. As illustrated by the images above, the

website and communication materials adopt a clean, minimalistic style to convey clear and coherent messages.

The website's conceptualization considers that online users (potential stakeholders) often decide whether to stay on or leave based on the initial look, feel, and tone they experience. The Home page exemplifies this approach effectively. With its clear structure, particularly in the "Benefits" and "3 Pillars" sections, new visitors can easily understand the project's purpose and scope.

However, the WP5 leader and the consortium recognize that engaging healthcare providers and innovative suppliers requires additional effort. To this end, the information on the website will be supplemented by communications through social media, targeted emails, YouTube videos, publications, and participation in key events.

The communication on the website must be of high quality, easily accessible, and relevant to stakeholders and current developments in healthcare and innovation. This demands constant monitoring of the field and active engagement from all partners to contribute to publications, news, and events.

5 Conclusions

Thanks to the smooth collaboration between the WP5 leader, the coordinator, and the consortium during the first months of the project, the website published at the end of M3 is more than a simple minimum viable product (MVP). It is already a functional channel for disseminating the messages of InnoHSupport. For example, it has already been successfully used to promote the 1st Open Innovation Call for both healthcare providers and innovative suppliers.

With future improvements, we believe the website will become a robust platform that gathers all stakeholders relevant to and interested in driving change in healthcare public procurement for innovation.